DO YOU INHALE?_All smokers do, some of the time!

INHALES *about 50% of his smoking — yet sincerely believes he doesn't inhale at all.*

THINKS *she may inhale now and then — actually inhales* more often than not!

KNOWS *he inhales "sometimes" — but is unconsciously inhaling 80%-90%!*

GET THIS, IT'S VITAL!
When you inhale—exposure to irritation is increased. So—*know* what you smoke! There's a *difference*—reported by eminent doctors in leading medical journals. On comparing, they found:

FOUR OTHER LEADING BRANDS AVERAGE 235% MORE IRRITANT THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS — AND, THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

NO OTHER CIGARETTE CAN MAKE THIS STATEMENT!

81

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

TASTE BETTER_PROVED BETTER_
Better for your nose and throat—superiority recognized by eminent medical authorities!

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IV

Source: https://www.industrydocuments.ucsf.edu/docs/yykk0000